



# Americans love dairy milk for its taste, nutrition, and affordability

## Topline Findings

Washington, DC, February 21, 2019 —

Questions 1-3 were open ended questions. The percentage represents the proportion of responses that included the topics reported. Because of this, some answers may have been included in multiple categories.

1. In your own words, what comes to mind when you think of milk? Please be as specific as possible.

	Total (n = 2,010)
Milk varieties	42%
Good health	26
Food and drink	24
Color or consistency	17
Positive appeal	12
Versatile	10
Positive taste or flavor	8
Unhealthy or dietary restrictions	7
Inhumane or additives	2
Other	12
Nothing	1
Don't know	2

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## Press Release – continued –

2. Still thinking about milk, what products come to mind when you think of milk? Please be as specific as possible.

	<b>Total</b>
Food	57%
Cheese	39
Dairy milk varieties	24
Nutrients, vitamins, or ingredients	18
Cream	13
Flavored or other milk varieties	8
Brand	8
Plant-based milk varieties	7
Animals	4
Nothing	2
Don't know	4

3. Now we'd like you to think about nutrition, what does nutrition mean to you? Please be as specific as possible.

	<b>Total</b>
Health	70%
Ingredients, vitamins, or nutrients	21
Diet	4
Negative sentiment	1
Other	24
Nothing	2
Don't know	4

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## Press Release – continued –

4. Below are some images of products. For each image, please indicate whether you associate it with dairy milk or not.  
 a. Associate Summary

	<b>Total</b>
Great Value Milk	96%
T.G. Lee Milk	95%
Horizon Organic Milk	92%
Left Field Farms Milk	93%
Nesquik Chocolate Milk	85%
Lactaid Milk	61%
Wallaby Organic	56%
Starbucks Frappuccino	46%
Lifeway Milk Smoothie	38%
Bolthouse Farms Plant Milk	32%
Blue Diamond Almond Breeze	21%
Silk Chocolate Soy Milk	21%
Silk Nut Milk	21%
Califia Almond Milk	18%
Living Harvest Hemp Milk	16%
SO Coconut Milk	16%
Ripple	14%
Rice Dream Rice Drink	13%

- b. Blue Diamond Almond Breeze

	<b>Total</b>
Associate with dairy milk	21%
Do not associate with dairy milk	79

- c. Bolthouse Farms Plant Milk

	<b>Total</b>
Associate with dairy milk	32%
Do not associate with dairy milk	68

- d. Califia Almond Milk

	<b>Total</b>
Associate with dairy milk	18%
Do not associate with dairy milk	82



## Press Release – continued –

e. Great Value Milk

	<b>Total</b>
Associate with dairy milk	96%
Do not associate with dairy milk	4

f. Horizon Organic Milk

	<b>Total</b>
Associate with dairy milk	92%
Do not associate with dairy milk	8

g. Lactaid Milk

	<b>Total</b>
Associate with dairy milk	61%
Do not associate with dairy milk	39

h. Left Field Farms Milk

	<b>Total</b>
Associate with dairy milk	93%
Do not associate with dairy milk	7

i. Lifeway Milk Smoothie

	<b>Total</b>
Associate with dairy milk	38%
Do not associate with dairy milk	62

j. Living Harvest Hemp Milk

	<b>Total</b>
Associate with dairy milk	16%
Do not associate with dairy milk	84

k. Nesquik Chocolate Milk

	<b>Total</b>
Associate with dairy milk	85%
Do not associate with dairy milk	15

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## Press Release – continued –

I. Rice Dream Rice Drink

	<b>Total</b>
Associate with dairy milk	13%
Do not associate with dairy milk	87

m. Ripple

	<b>Total</b>
Associate with dairy milk	14%
Do not associate with dairy milk	86

n. Silk Chocolate Soy milk

	<b>Total</b>
Associate with dairy milk	21%
Do not associate with dairy milk	79

o. Silk Nut Milk

	<b>Total</b>
Associate with dairy milk	21%
Do not associate with dairy milk	79

p. SO Coconut Milk

	<b>Total</b>
Associate with dairy milk	16%
Do not associate with dairy milk	84

q. Starbucks Frapuccino

	<b>Total</b>
Associate with dairy milk	46%
Do not associate with dairy milk	54

r. T.G. Lee Milk

	<b>Total</b>
Associate with dairy milk	95%
Do not associate with dairy milk	5

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s. Wallaby Organic

	<b>Total</b>
Associate with dairy milk	56%
Do not associate with dairy milk	44

5. Please indicate how frequently you purchase each of the following?

a. Ever Summary

	<b>Total</b>
2% (reduced fat)	71%
Whole	65%
1% (reduced fat)	57%
Skim (fat free)	54%
Almond	47%
Soy	29%
Coconut	29%
Cashew	23%
Rice	18%
Pea Milk	13%
<i>Dairy Milk (Net)</i>	<i>92%</i>
<i>Plant-Based Dairy Milk (Net)</i>	<i>52%</i>

b. Dairy Milk (Net)

	<b>Total</b>
Once a week or more often	48%
Once every 2 or 3 weeks	25
Once a month/every four weeks	9
Once every 2 or 3 months	4
Once every 4 to 6 months	2
Once or twice a year	2
Less often than once a year	2
Never	8
<i>Ever</i>	<i>92%</i>
<i>Past year</i>	<i>90</i>
<i>Past 6 months</i>	<i>88</i>

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### c. Plant-Based Dairy Milk (Net)

	<b>Total</b>
Once a week or more often	12%
Once every 2 or 3 weeks	11
Once a month/every four weeks	8
Once every 2 or 3 months	6
Once every 4 to 6 months	4
Once or twice a year	5
Less often than once a year	6
Never	48
<i>Ever</i>	<i>52%</i>
<i>Past year</i>	<i>46</i>
<i>Past 6 months</i>	<i>41</i>

### d. Skim (fat free)

	<b>Total</b>
Once a week or more often	17%
Once every 2 or 3 weeks	12
Once a month/every four weeks	7
Once every 2 or 3 months	4
Once every 4 to 6 months	2
Once or twice a year	5
Less often than once a year	8
Never	46
<i>Ever</i>	<i>54%</i>
<i>Past year</i>	<i>46</i>
<i>Past 6 months</i>	<i>41</i>

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e. 1% (reduced fat)

	<b>Total</b>
Once a week or more often	11%
Once every 2 or 3 weeks	11
Once a month/every four weeks	7
Once every 2 or 3 months	6
Once every 4 to 6 months	4
Once or twice a year	6
Less often than once a year	11
Never	43
<i>Ever</i>	<i>57%</i>
<i>Past year</i>	<i>46</i>
<i>Past 6 months</i>	<i>39</i>

f. 2% (reduced fat)

	<b>Total</b>
Once a week or more often	20%
Once every 2 or 3 weeks	15
Once a month/every four weeks	9
Once every 2 or 3 months	6
Once every 4 to 6 months	5
Once or twice a year	6
Less often than once a year	9
Never	29
<i>Ever</i>	<i>71%</i>
<i>Past year</i>	<i>62</i>
<i>Past 6 months</i>	<i>56</i>

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g. Whole

	<b>Total</b>
Once a week or more often	19%
Once every 2 or 3 weeks	13
Once a month/every four weeks	7
Once every 2 or 3 months	6
Once every 4 to 6 months	4
Once or twice a year	6
Less often than once a year	10
Never	35
<i>Ever</i>	<b>65%</b>
<i>Past year</i>	<b>55</b>
<i>Past 6 months</i>	<b>49</b>

h. Almond

	<b>Total</b>
Once a week or more often	8%
Once every 2 or 3 weeks	9
Once a month/every four weeks	8
Once every 2 or 3 months	6
Once every 4 to 6 months	4
Once or twice a year	5
Less often than once a year	7
Never	53
<i>Ever</i>	<b>47%</b>
<i>Past year</i>	<b>41</b>
<i>Past 6 months</i>	<b>36</b>

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i. Soy

	<b>Total</b>
Once a week or more often	3%
Once every 2 or 3 weeks	5
Once a month/every four weeks	4
Once every 2 or 3 months	3
Once every 4 to 6 months	3
Once or twice a year	4
Less often than once a year	6
Never	71
<i>Ever</i>	29%
<i>Past year</i>	23
<i>Past 6 months</i>	19

j. Coconut

	<b>Total</b>
Once a week or more often	3%
Once every 2 or 3 weeks	4
Once a month/every four weeks	5
Once every 2 or 3 months	5
Once every 4 to 6 months	2
Once or twice a year	4
Less often than once a year	5
Never	71
<i>Ever</i>	29%
<i>Past year</i>	23
<i>Past 6 months</i>	20

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### k. Cashew

	<b>Total</b>
Once a week or more often	3%
Once every 2 or 3 weeks	3
Once a month/every four weeks	3
Once every 2 or 3 months	3
Once every 4 to 6 months	2
Once or twice a year	3
Less often than once a year	5
Never	77
<i>Ever</i>	<i>23%</i>
<i>Past year</i>	<i>17</i>
<i>Past 6 months</i>	<i>14</i>

### l. Rice

	<b>Total</b>
Once a week or more often	2%
Once every 2 or 3 weeks	3
Once a month/every four weeks	3
Once every 2 or 3 months	2
Once every 4 to 6 months	1
Once or twice a year	2
Less often than once a year	5
Never	82
<i>Ever</i>	<i>18%</i>
<i>Past year</i>	<i>13</i>
<i>Past 6 months</i>	<i>11</i>

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m. Pea Milk

	<b>Total</b>
Once a week or more often	2%
Once every 2 or 3 weeks	2
Once a month/every four weeks	2
Once every 2 or 3 months	2
Once every 4 to 6 months	2
Once or twice a year	1
Less often than once a year	3
Never	87
<i>Ever</i>	<i>13%</i>
<i>Past year</i>	<i>10</i>
<i>Past 6 months</i>	<i>9</i>

6. And which of the following have you consumed in the past 6 months?

	<b>Total</b>
2% (reduced fat)	46%
1% (reduced fat)	25
Skim (fat free)	22
Whole	38
Almond	28
Coconut	12
Soy	10
Cashew	5
Rice	3
Pea Milk	2
<i>Dairy Milk (Net)</i>	<i>89%</i>
<i>Plant-Based Dairy Milk (Net)</i>	<i>36</i>

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## Press Release – continued –

7. Based on what you know or have heard, please select the statements that apply to each of the following types of milk.  
a. Dairy Milk

	<b>Total</b>
It is a good source of calcium	75%
It tastes good	66
It is nutritious	65
It is healthy	64
It is a good source of vitamins and minerals	61
It is safe to consume	60
It is reasonably priced	53
It is a good source of protein	52
It is all natural	41
It contains the 9 essential vitamins and minerals	36
It has a limited number of ingredients	36
It comes from a sustainable food source	34
It contains no added sugar	33
It contains no artificial ingredients	30
It is produced in an environmentally responsible way	22
It contains no additives	21
Manufacturers are transparent about how the milk is produced	19
It is low in fat	18
It is low in calories	15
It contains artificial ingredients	11

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### b. Plant-Based Milk

	<b>Total</b>
It is safe to consume	56
It is healthy	54
It is nutritious	48
It comes from a sustainable food source	46
It is low in fat	41
It is a good source of vitamins and minerals	40
It is low in calories	39
It is all natural	38
It is a good source of protein	37
It is produced in an environmentally responsible way	31
It tastes good	29
It has a limited number of ingredients	27
It is a good source of calcium	24
It contains the 9 essential vitamins and minerals	20
It contains artificial ingredients	20
It contains no added sugar	19
It contains no artificial ingredients	19
Manufacturers are transparent about how the milk is produced	18
It is reasonably priced	17
It contains no additives	17

### 8. Thinking about **[Dairy Product]**, would you say that it contains the following **[Type of Nutrition]**?

#### a. Almond Milk

##### i. Protein

	<b>Total</b>
More than dairy milk	30%
About the same as dairy milk	48
Less than dairy milk	23

##### ii. Calories

	<b>Total</b>
More than dairy milk	14%
About the same as dairy milk	39
Less than dairy milk	47

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## Press Release – continued –

### iii. Fat

	<b>Total</b>
More than dairy milk	11%
About the same as dairy milk	30
Less than dairy milk	59

### iv. Vitamins

	<b>Total</b>
More than dairy milk	22%
About the same as dairy milk	56
Less than dairy milk	22

### v. Key nutrients such as calcium and potassium

	<b>Total</b>
More than dairy milk	17%
About the same as dairy milk	52
Less than dairy milk	32

### vi. Sugar

	<b>Total</b>
More than dairy milk	27%
About the same as dairy milk	33
Less than dairy milk	40

## b. Soy milk

### i. Protein

	<b>Total</b>
More than dairy milk	24%
About the same as dairy milk	50
Less than dairy milk	25

### ii. Calories

	<b>Total</b>
More than dairy milk	12%
About the same as dairy milk	40
Less than dairy milk	48

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## Press Release – continued –

### iii. Fat

	<b>Total</b>
More than dairy milk	9%
About the same as dairy milk	31
Less than dairy milk	60

### iv. Vitamins

	<b>Total</b>
More than dairy milk	16%
About the same as dairy milk	57
Less than dairy milk	27

### v. Key nutrients such as calcium and potassium

	<b>Total</b>
More than dairy milk	14%
About the same as dairy milk	52
Less than dairy milk	34

### vi. Sugar

	<b>Total</b>
More than dairy milk	22%
About the same as dairy milk	36
Less than dairy milk	41

### c. Coconut Milk

#### i. Protein

	<b>Total</b>
More than dairy milk	16%
About the same as dairy milk	46
Less than dairy milk	38

#### ii. Calories

	<b>Total</b>
More than dairy milk	21%
About the same as dairy milk	39
Less than dairy milk	40

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## Press Release – continued –

### iii. Fat

	<b>Total</b>
More than dairy milk	21%
About the same as dairy milk	33
Less than dairy milk	46

### iv. Vitamins

	<b>Total</b>
More than dairy milk	16%
About the same as dairy milk	55
Less than dairy milk	29

### v. Key nutrients such as calcium and potassium

	<b>Total</b>
More than dairy milk	15%
About the same as dairy milk	51
Less than dairy milk	34

### vi. Sugar

	<b>Total</b>
More than dairy milk	33%
About the same as dairy milk	36
Less than dairy milk	32

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## Press Release – continued –

9. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk?

a. Dairy Milk

	<b>Total</b>
Taste	65%
Price	53
Nutrition	50
Health	43
Satisfies entire family	41
Wide variety of uses	38
Safety of the product	34
Digestive benefits	19
Longer shelf life	17
Manufacturers are transparent about how the milk is produced	16
Animal welfare	14
Lactose-free	12
None of these	5

b. Plant-Based Milk

	<b>Total</b>
Health	37%
Nutrition	37
Taste	36
Price	30
Longer shelf life	29
Digestive benefits	28
Lactose-free	26
Safety of the product	23
Wide variety of uses	19
Manufacturers are transparent about how the milk is produced	16
Satisfies entire family	16
Animal welfare	16
None of these	24

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10. Below are some reasons why a manufacturer would label a product “milk” even though the product may not contain dairy milk. Please select the reasons why you believe a manufacturer would label a product “milk” even though it does not contain dairy milk?

	<b>Total</b>
Nutrition is similar to dairy milk	53%
It tastes like dairy milk	46
Quality is similar to dairy milk	43
Substitutable for cooking and baking	41
As safe as dairy milk	32
Priced similar to dairy milk	16

11. How much do you agree or disagree that plant-based milks have the same nutritional content as dairy milk products?

	<b>Total</b>
Strongly agree	13%
Somewhat agree	28
Neither agree or disagree	32
Somewhat disagree	17
Strongly disagree	9
<i>Agree (Total)</i>	<i>41%</i>
<i>Disagree (Total)</i>	<i>26</i>

12. Thinking about plant-based milk, how likely would you be to purchase each of the following? Even if you have not purchased plant-based milk products, we are still interested in your opinions.

a. More Inclined to Purchase Summary

	<b>Total</b>
Plant-based juice	27%
Plant-based drink	25%
Plant-based beverage	24%

b. Plant-based juice

	<b>Total</b>
More inclined to purchase	27%
Less inclined to purchase	38
Neither more or less inclined to purchase	35



## Press Release – continued –

### c. Plant-based Beverage

	<b>Total</b>
More inclined to purchase	24%
Less inclined to purchase	40
Neither more or less inclined to purchase	36

### d. Plant-based Drink

	<b>Total</b>
More inclined to purchase	25%
Less inclined to purchase	40
Neither more or less inclined to purchase	35

### 13. Dairy milk contains 9 essential nutrients and vitamins. Would you say that plant-based milk contains...?

	<b>Total</b>
More essential nutrients than milk	10%
The same number of essential nutrients as dairy milk	18
About 6 essential nutrients	8
About 3 essential nutrients	4
It depends on the source of plant-based milk	28
It depends on the brand of plant-based milk	5
Don't know	28

### 14. Now, I'd like to know how likely you would be to purchase vegan cheese if it were labeled as a "cultured nut product." Even if you do not purchase vegan cheese, we are still interested in your opinions.

	<b>Total</b>
Definitely would buy	8%
Probably would buy	11
Might or might not buy	20
Probably would not buy	23
Definitely would not buy	38
<i>Would buy (Total)</i>	<i>19%</i>
<i>Would not buy (Total)</i>	<i>61</i>

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15. How much do you agree or disagree that a beverage can be labeled as “orange juice” if it contains...

a. Agree Summary

	<b>Total</b>
100% juice from oranges	89%
50% juice from oranges	49%
25% juice from oranges	30%
Less than 25% juice from oranges	19%
Orange flavored beverage containing fruit	17%

b. 100% juice from oranges

	<b>Total</b>
Strongly agree	78%
Somewhat agree	11
Neither agree or disagree	7
Somewhat disagree	2
Strongly disagree	1
<i>Agree (Total)</i>	<i>89%</i>
<i>Disagree (Total)</i>	<i>4</i>

c. 50% juice from oranges

	<b>Total</b>
Strongly agree	14%
Somewhat agree	36
Neither agree or disagree	22
Somewhat disagree	18
Strongly disagree	11
<i>Agree (Total)</i>	<i>49%</i>
<i>Disagree (Total)</i>	<i>29</i>

d. 25% juice from oranges

	<b>Total</b>
Strongly agree	7%
Somewhat agree	22
Neither agree or disagree	21
Somewhat disagree	27
Strongly disagree	22
<i>Agree (Total)</i>	<i>30%</i>
<i>Disagree (Total)</i>	<i>49</i>

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## Press Release – continued –

e. Less than 25% juice from oranges

	<b>Total</b>
Strongly agree	6%
Somewhat agree	14
Neither agree or disagree	20
Somewhat disagree	29
Strongly disagree	32
<i>Agree (Total)</i>	<i>19%</i>
<i>Disagree (Total)</i>	<i>61</i>

f. Orange flavored beverage containing fruit

	<b>Total</b>
Strongly agree	7%
Somewhat agree	10
Neither agree or disagree	14
Somewhat disagree	22
Strongly disagree	47
<i>Agree (Total)</i>	<i>17%</i>
<i>Disagree (Total)</i>	<i>69</i>

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## Press Release – continued –

### About the Study

These are findings from an Ipsos poll conducted August 10 - 14, 2018. For the survey, a sample of roughly 2,010 adults age 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,010, DEFF=1.5, adjusted Confidence Interval=4.0).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

#### For more information on this news release, please contact:

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## Press Release – continued –

### About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

#### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.

We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.

We deliver with security, speed, simplicity and substance. We are Game Changers.

*ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP*

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